

How Kappan Amplified Their User Engagement by Re-designing their Online Magazine Interface



Case Study

Kprise Has Successfully Transformed Kappan's Online Magazine into a User-Friendly and Feature Rich Website with Easy-to-Use Admin Interface

About Kappan:

The Popular Journal of PDK International



Established in 1906, PDK International supports teachers and school leaders by strengthening their interest in the profession through the entire arc of their career.



Kappan is a popular journal by PDK International covering the recent trends, opportunities and impact-oriented initiatives in K-12 education. It has been in the print since 1915 and has recently forayed into the digital space as well.



The magazine features top-notch articles on education policy, research, best practices, blogs and columns on school and district leadership, media coverage of education, legal issues in the field, State & Federal political dynamics, innovations in education, and much more.

Need Mapping



With a solid reputation lasting for over a century, Kappan has emerged as a leader in educational publications. The challenge was, that despite creating relevant and insightful content, the design, layout and interface of the online version of the magazine failed to engage its audience.

As the world is moving progressively towards a highly digitized experience, creating a user-friendly and intuitive design to engage the readers of Kappan was identified as the need of the hour by PDK International.

Problem Statement

PDK International approached Kprise to design, develop and implement a new website for Kappan, while retaining all the existing articles, posts and user interaction data on the current website and shifting them to the new website.

Why Kprise

Kprise is the frontrunner in designing robust, responsive and stunning Website Development as well as Mobile Applications Development.



Key Challenges Faced by Kappan That Were Successfully Mitigated by Kprise



Creating a distinct identity for the magazine while keeping the Kappan legacy intact



Ensuring the approval and support of all the stakeholders of the magazine



Establishing an actionable, fool-proof work-flow for seamless execution and delivery



Understanding user needs and identifying the best interface matching their preferences



Increased page traffic, improved audience engagement & better positioning



An easy-to-use admin interface with sections such as 'Interview Article,' 'Editor's note,' 'Featured Articles,' and 'Response Articles,' which can be updated easily and regularly

The Kprise Approach

Designing a User-Friendly, Mobile-Responsive and Engaging Website for Kappan Magazine

STRATEGY

The technical team at Kprise first went through a step-by-step process consisting of telephonic conversations, questionnaire filling and need-mapping to understand the specifications and requirements in a detailed manner. It emerged from the discussion that PDK is seeking to replicate the print version of the magazine into online format with similar provision for monthly issues and added features for enhanced user-experience.

PLANNING

- The above specifications were consolidated into clear action points
- Wireframes for the website were developed so that they serve as guide-posts for the designers
- Once the wireframes were approved, the technical team of Kprise moved to the design phase

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DESIGN

- Building upon the wireframes, the design team created a user-interface to incorporate the look and feel of an actual magazine while augmenting the usability aspect in online medium. It was a collaborative process in which the client also provided significant inputs to enhance the design.

DEVELOPMENT

- The WordPress instance of the previous website was used to develop the new design by professional developers. Substantial UI and UX improvements were made after carrying out iterative user-testing, as this saved time while leading to a stunning, feature-rich website with robust site-architecture.

TECHNOLOGY

- UI - jQuery, HTML, CSS, JavaScript, Bootstrap
- BUSINESS LOGIC - WordPress, PHP, Impak SSO
- COMMUNICATION - Mailchimp
- PERSISTENCE DB - MySQL

Key Results & Impact – How Website Development Service by Kprise Augmented the User Experience of Kappan



Simple, easy-to-use interface for users and admins



Replication of look and feel of print magazine with enhanced online features



Easy upload, modification and removal of posts, featured articles and comments by admin



The system automatically archives old posts and articles



Convenient search feature with advanced fetch and retrieve functionality for users as well as admins – they can simply enter text in search bar and results will be displayed with drop-down options to browse the article.

Thank You

